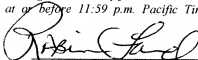


**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
PETITION FOR EXTENSION OF TIME  
FROM THE OFFICE ACTION**

*I hereby certify that this correspondence is being electronically filed with the United States Patent and Trademark Office on August 31, 2009 at or before 11:59 p.m. Pacific Time under the Rules of 37 CFR § 1.8.*

  
\_\_\_\_\_  
Robin Ford

Applicant : John E. Lertzman, et al. Confirmation No. 3534  
Application No. : 10/612,518  
Filed : July 2, 2003  
Title : SYSTEM AND METHOD FOR COLLABORATIVE AFFINITY  
MARKETING

Grp./Div. : 3688  
Examiner : Michael H. Goldman

Docket No. : 50578/C995

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Post Office Box 7068  
Pasadena, CA 91109-7068  
August 31, 2009

Commissioner:

Applicant petitions the Commissioner to extend the time for response to the Office action dated March 3, 2009 for three month(s) from June 3, 2009 to September 3, 2009.

The fee for extension of time required by 37 CFR § 1.17 is calculated below.

FEE CALCULATION			
LENGTH OF EXTENSION	SMALL ENTITY	LARGE ENTITY	FEE
WITHIN FIRST MONTH	\$ 65.00	\$ 130.00	\$
WITHIN SECOND MONTH	\$ 245.00	\$ 490.00	\$
WITHIN THIRD MONTH	\$ 555.00	\$1,110.00	\$555.00
WITHIN FOURTH MONTH	\$ 865.00	\$1,730.00	\$
WITHIN FIFTH MONTH	\$1,175.00	\$2,350.00	\$

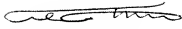
Please deduct \$555.00 from Deposit Account No. 03-1728 to cover the cost of the extension.

**Petition for Extension of Time**  
**Application No. 10/612,518**

The Commissioner is hereby authorized to charge any fees under 37 CFR 1.16 and 1.17 which may be required by this paper to Deposit Account No. 03-1728. Please show our docket number with any charge or credit to our Deposit Account.

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By   
Raymond R. Tabandeh  
Reg. No. 43,945  
626/795-9900

RRT/rjf

RJF PAS865063.1-\* -08/31/09 11:33 AM